



READY FOR SHOPPERS . . . Part of the extensive produce section of the new Safeway Store at Carson and Western Ave., is shown here, ready for shoppers at the new market. Field fresh vegetables and fruits from the choicest garden spots of the nation can be found daily on the produce tables of the modern market.



TOP ASSISTANT . . . Assistant manager of the new Torrance Safeway is Lou Davis, a veteran market employee, who will be sharing top responsibility at the new store with Manager Howard Quiggle.

Safeway Proud Of Reputation For Good Meats

Justifiable pride is taken by Safeway Stores in the quality of meats in their stores and they have taken every precaution to see that the meat sold in their new store will be the finest and freshest.

"Fresh" meat does not necessarily mean freshly killed animals, however. Store officials point out that Safeway beef is not delivered for sale until it has been properly, carefully aged to assure the maximum in flavor.

The choicest beef, lamb and pork are constantly being sought out by expert buyers so that patrons of Safeway markets will unfailingly be assured of quality meat.

After slaughter the Safeway meat is left in huge coolers, which have a constantly maintained temperature to permit accurate, scientific ageing with no chance of spoilage. When ready for the markets, the big sides of beef are rushed from the coolers into refrigerated trucks and sped to butcher department freezers.

When the meat is cut by Safeway-trained butchers, it is done in refrigerated rooms. After the cuts are made and the bone and fat trimmed away the meat then goes to the automatic wrapping and weighing machine. This is a long electric conveyor which is under constant refrigeration.

When wrapped, weighed and stamped, the meat then goes to the display counters, which are refrigerated near the freezing point.

Because Safeway has established itself as a market for fine meats, the store meat department crews are carefully selected and trained.

NATURE SECRET
Fawns are devoid of any telltale scent but the mother deer takes on an additional odor in order to lure away possible predators which might harm her hidden offspring.

RAW MATERIALS
The nation's farms supply from two-fifths to two-thirds of the raw materials for industry's needs.

New Checkstands Speeding Shoppers at Safeway Store

A distinctive new principle designed to make stocking and servicing of main counters simpler and speedier is incorporated in the new Safeway store at 1644 W. Carson.

All main food counters, except the central counters located in the center floor of the market, will be serviced from storage rooms immediately behind the particular counter, thus eliminating any

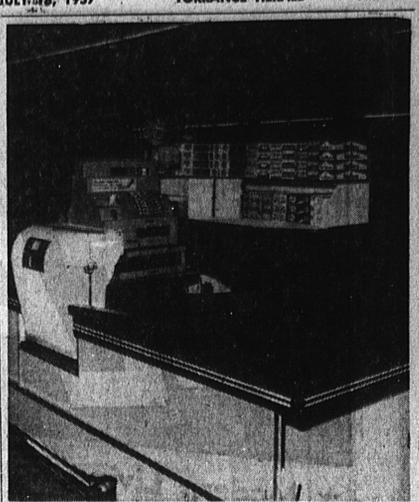
interference with customer shopping.

Three main storerooms comprise the "service" areas. Behind the produce department is the cutting and storage room; in the rear of the bakery and dairy departments are walk-in entrances to the counters where stocks may be replenished, and in the meat department storage handling departments are just behind the counter.

In addition access doors from the main stock room along the west side of the building provide for quick stocking of the main center counters.

All three main stockrooms are equipped with roller type assembly lines so stock can be moved from one area to another quickly without need of pushcarts or excessive carrying.

Twelve stockmen and 24 box boys plus individual department workers will be available to keep stocks readily supplied for customer selection.



SOMETHING NEW . . . Checkstands have proved to be a critical point in market operations — and Safeway has done something about it. These new checkout counters are designed to speed the shopper through without a moment's delay while insuring accuracy and efficiency.



"We're going to label it 'Taxes'—and go to Washington for one last desperate try!"



READY FOR JUDGING . . . Two of the 12 local beauties in the race for the title of "Miss Torrance" typify the entrants this year in the annual Torrance beauty pageant. On the left is Sharon Starns and beside her is Vera Roberson. Other photos may be found in today's and Sunday's HERALD.

Crispness Insured at New Safeway

One of the largest, most modern produce counters will be packed with crisp vegetables and fruit right out of the freezing rooms when the new Torrance Safeway market opens.

The huge counter will include a 60 foot refrigerated open stand and a 98 foot "dry" stand both built at low levels so shoppers will have an easy time loading their carts.

Built of stainless steel, the refrigerated racks will have screen bottoms so excess moisture accumulating on the produce can drain down into removal pans.

Beneath the removal pans will be extra storage space for bags, cutting tools and other equipment. All stands are built so they can be loaded from the back, thus allowing customers to continue shopping while the stand is replenished.

Back of the counters are located two ceiling-high 30-foot long stainless steel storage boxes for produce. In one a fog nozzle will keep humidity at about 96 per cent. The second is to be kept at 85 per cent humidity.

Next to the storage boxes is located the cutting and trimming room. A roller conveyor starting at the door enables vegetables to move along an assembly line from the truck to trimming to storage without workers being required to do heavy lifting.

Large cork bulletin boards behind the front counters will keep customers posted on the latest prices.



Too much of the milk of human kindness is kept in a frozen state.

Crashing Oil Derrick Hits Wire, Blazes

A power line broken by the crash of a falling oil derrick started a fire which kept Torrance firemen busy for 25 minutes Sunday.

Pat Blount, Long Beach, who was helping to pull the derrick down, told firemen that the derrick on the northeast corner of 235th and Estelman Ave., brushed a power line as it crashed and that the oily timbers ignited.

Line Cut
Firemen had to cut the power line to protect a crowd of onlookers watching the blaze. A circuit breaker apparently failed to function. The property is owned by the CNS Investment Co.

Other small fires also kept the firemen's hoses squirting away this week. Action included: A brush fire southwest of the Pittsburgh Glass factory, covering a 20 by 50 foot area Sunday. Firemen, who battled the blaze for 20 minutes, blam-

ed it on children smoking.

Grass Fire
A grass fire on the southeast corner of 227th and Crenshaw, Sunday. The 20 by 40 foot blaze was quelled in 20 minutes.

A grass fire Tuesday on Del Amo Estates property at Carson and Hawthorne. A 150 by 100 foot area was put out in 30 minutes.

A rubbish fire Tuesday at the United Sulphur plant, 1811 W. 218th St. It was extinguished in 10 minutes.

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